

## Travel America – Client incentive Program

First, let me apologize for taking so long to get this all to you. I know many of you have been patiently waiting for me to get this up and running and I am sorry that did not happen sooner. That said, I believe the wait was worth it! Part of the time since our managers meeting in early December was that I had the worst flu of my life. The remainder, I was slowly but surely negotiating the discounts on these trips for us. What finally we have arrived at is this. **Either trip, the cruise or the 3 day (air & hotel) travel package is going to cost you \$124.00.** This is much lower than initially offered and substantially below what you would be able to purchase these for if you went to Travel America Direct.

**Here is what we have to offer –**

- **Platinum Passport** – 3 days /2 nights and round trip air to and from one of the following: Las Vegas, Orlando, Reno, San Francisco or San Diego
- **Cruise of a Lifetime** – 5 Day / 4 Night Cruise on one of the following trips: Western Caribbean, Bahamas or Baja Mexico.

I have attached for your review the brochure that will go to your clients when you select to use this incentive. Inside this brochure are answers to almost every question you will have and if you have questions these don't seem to answer please email or call me and/or Travel America. We also have posted these brochures on the website so you can download them or reference them at any time. As well, if you need I can forward copies of the pictures from the manuals for any marketing you might want them for. I have these on CD and will wait for you to request before I copy the CD and send it out.

### **And of course the small but most important print section**

Jim and I have a couple very important notes to share. Please observe the following requests so we do not get into HUD/RESPA compliance trouble and or step outside the agreement with Travel America about these trip certificates.

1. **These must be referred to as Complimentary trips, not Free trips.** The reason for this term is that each of these has some incidental taxes and port fee's that the client must pay. You can pay these for them of course but the way this is currently set up they will find out exactly what these are when they call to make specific reservations. I understand on the cruise's it is like \$100.00 per person and the air travel package is around \$65.00 per person but they do vary some. Because of these incidental travel fee's these are not Free! They are Complimentary for doing a loan with you.
2. **You must not use these yourself or for your staff.** The reason for this is that these are priced as they are based on the fact that you give them away and only a low percentage of them actually get used. Thus Travel America is banking on this percentage to make them profitable for them and us. We have been asked and we have affirmed that we will not give these to staff or use them ourselves. Jim and I need you to be aware of this and observe this requirement!

3. **These can not be given out for a loan referral.** This means if your neighbor, a church friend, a realtor or anyone else refers you a loan. You can not give a trip to them! This is a RESPA violation and we can not do that!
4. **These can be used as incentives at Open Houses and TradeShows.** If you wish to sponsor a realtor's open house or brokers open and utilize a trip as a raffle giveaway to help you solidify a relationship and create leads that is totally OK. If you wish to sponsor a raffle at a trade show or the like and use these that is OK to. If you have nay other questions about where you would like to use these and I did not cover your plan please call/email and verify that what you desire to do is OK.

Kim and I have created a format that should make this process move smoothly and work efficiently for both you and us at main office. **To order one of these trips,** simply indicate on the new (revised) stacking order sheet that you want a land or cruise package? Thus, we will forward the requested package directly to your client in a DHL next day package and forward a copy of the DHL slip to you with your loan Closed Loan Audit Check sheet and your check or deposit receipt. This will affirm to you your client has their trip and allows you to opportunity to follow up and make sue your client is doing well and knows what to do with what they just received. (This is important because within 20 days of receipt they must contact Travel America and get registered, not reserved or set up, just register the package) You will see on your Closed Loan Audit Check sheet a line item deduction for \$124.00 for either a land or cruise package (again that includes the overnight DHL cost).

If you need one of these for a raffle or promotional giveaway. We can make specific arrangements to either get a check from you for the cost or deduct from a loan closing. We will do whatever you need to make this work out for you.

I believe we have worked all the bugs out of this new process but if we falter please let us know and we will make sure we get things resolved quickly. Thanks for your participation in this program, please let us know if there are or is anything we can do to improve this for you and your customers

Sincerely  
Steven J Gerdes